

**GREEN MARKETING INITIATIVES AND BUSINESS SUCCESS OF FOOD
AND BEVERAGE FIRMS IN RIVERS STATE**

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ABSTRACT

The study sought to establish the relationship between green marketing initiatives and business success of food and beverage firms in Port Harcourt. The study specifically focused on green innovation and green promotion in relation to the measures of business success (customer satisfaction and customer loyalty). The target population of the study comprised customers of twenty-nine (29) registered food and beverage firms in Port Harcourt. The data collection instrument was a questionnaire and quantitative data was used. The study used correlation to achieve the specific objectives. Analysis was conducted using SPSS version 21 and the findings indicated that green innovation and green promotion have a positive and significant relationship with customer satisfaction and customer loyalty. More so, the fifth analysis also showed that organizational factor as a moderating variable has significant relationship with green marketing strategies and business success of food and beverage firms in Port Harcourt. The study therefore concludes that with the increasing popularity of society's environmental awareness and consciousness, environmental impact of activities of food and beverage industry as constituted an issue for concern hence green marketing becomes a business trend in this industry. It was therefore recommended amongst others that there is need that recognize the importance of green marketing potential in terms of trends, shaping customers' behaviour, and add value to products and services by keeping abreast of global developments in product manufacturing sustainability.

Keywords: Green Marketing, Business Success, Green innovation, Green promotion, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

Today's environment awareness of consumers has increased considerably throughout the world. In line with this, Anyasor (2015) opined that societies are increasingly getting more serious about issues of healthy natural environment, businesses on their part are tuning in by modifying their activities to sync with this global concern. Thus, environmental issues including pollution and its resultant global warming have become global issues and both marketers and consumers are becoming more sensitive to the need for a switch to a safer green products and services.

Conceptually, green marketing is the production and marketing of products and services in an environmentally friendly manner to meet the needs and desires of the consumers; and satisfy organizational goal. Rex and Baumann (2007) see it as the process and activities taken by firms through providing the environmentally friendly goods or services to satisfy customers. Hawkin, Best, Coney, and Mookerjee (2004) cited in Anyasor (2015) posited that green marketing involves a wide range of activities which include producing products whose production, use or disposal is less harmful to the environment, developing products that are environmentally friendly, ensuring environmental friendly product modification, production process, packaging as well as advertising. It is also applicable to the development and improvement of pricing, promotion and distribution of products that do not harm the environment (Pride & Ferrell, 2005).

Green marketing explains the procedure of product selling and services of environment benefits. Today most of the people are taking interest of today's environment issues and changes in climate due to it. Companies are used to say that these (Green) products were made naturally in friendly and sociable process (Gleim M. R., Smith, Andrews, & Cronin Jr., 2013). Most of the companies are applying this business strategy in a way to demand into ethical consumer market, which value is in billions of current time. By applying these strategies companies are generating wants and getting new markets which had not any existence in past time. We cannot say that effect of environment is completely decreased by using green products but that is the thing which is selling by companies (Gunderson, 2014). Advancement of technology and development of industries had affected the environment and life's quality. Specifically, in environment the effects had been negative and

caused resources reduction, changes in climate, pollution, and so on. However, such issues were spoken by governments, firms and societies (Gleim M. R., Smith, Andrews, & Cronin Jr., 2013).

There were so many initiatives were taken about awareness of environment in after 60s and before 90s. But in recent era environment issues have increased and new programs took place to decrease this system (Gleim M. R., Smith, Andrews, & Cronin Jr., 2013). These environment issues were raised due to coverage covered by media, visible effects on system, operations of NGOs, principles, and strategies of green marketing. As outcome customers got awareness about environment and the effect of their behavior in buying (Figge & Hahn, 2012). Marketing is the procedure of producing products and services and promote to fulfill customer's needs who wish quality of products, presentation and gets convinced at nominal price, which have not harmful effect on environment in equal time. Through green marketing functions it is easy to fulfill customer's needs and wants and make company responsible for continuing long expansions I could produce by active the green marketing by (Szuster in 2008). The entire meanness is exaggerated through green marketing. It is only not giving the preservation and additionally creating new market or opportunities for job (Yazdanifard & Mercy, 2011). By applying strategies increasing anxieties of humanity which are helpful in the revenue and environmental helpful in the perfect impression of the value chain of the firm (Johri & Sahasakmontri in 1998). Green marketing is an emerging marketing strategy that includes a wide variety of tasks and activities like fairtrade practices, product modification, production process and packaging that are eco-friendly (Mishra & Sharma, 2012). Green marketing consists of an extensive range of activities like production process, change in product, packaging change even change in advertising.

American marketing explains green marketing as the product marketing is presumed to be environmentally friendly (Yazdanifard & Mercy, 2011). There are numerous meanings interconnect and contradict, yet it's not easy to define green marketing; example of this can be the presence of changing environmental and social and retail definitions attached to this term (Mishra & Sharma, 2012).

Statement of Problem

Green marketing initiatives have become increasingly important for companies to remain competitive, promote sustainability and demonstrate social responsibility. However, there is little consensus on how effective these initiatives are promoting business success especially in the food and beverage sector.

Green marketing initiatives have become increasingly popular among businesses as consumers become more environmentally conscious and demand sustainable products and practices. However, the relationship between green marketing initiatives and business success is not always clear-cut and has been the subject of much debate.

One study found that companies that engage in green marketing initiatives can experience increased sales and brand loyalty from environmentally conscious consumers (Peattie & Crane, 2005). Another study found that green marketing initiatives can also lead to cost savings through increased efficiency and reduced waste (Polonsky, 1994).

However, some critics argue that green marketing initiatives can be seen as insincere and merely a way for businesses to capitalize on the growing demand for sustainable products and practices (Luchs & Swan, 2011). Additionally, green marketing initiatives may not always be effective or appealing to all consumers and may even risk alienating certain market segments (Hartmann & Ibanez, 2006).

Overall, while green marketing initiatives can potentially lead to business success, it is important for companies to approach these initiatives authentically and with a genuine commitment to sustainability in order to avoid backlash and maximize positive outcomes, it is on this premise that the researcher decided to embark on this study in order to identify the relationship between green marketing initiatives and business success of food and beverage firms in Rivers State.

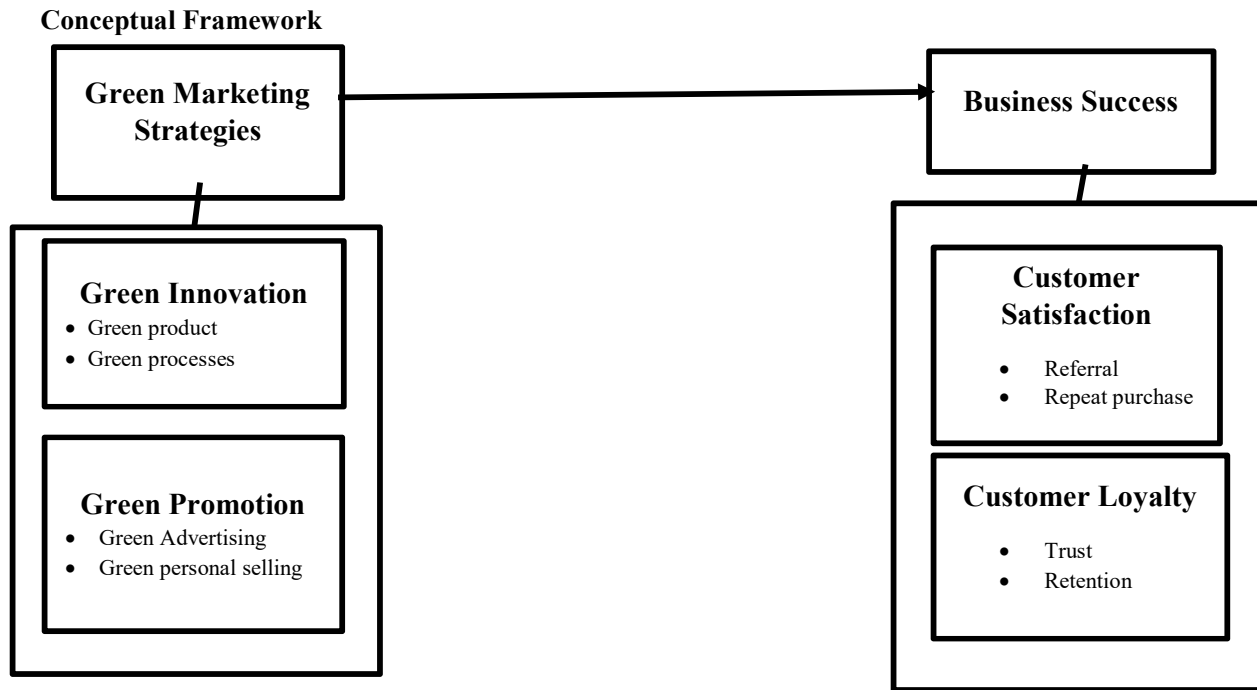


Figure 1: Conceptualization of the predictor and criterion variables of Green Marketing Initiatives and Business Success of Food and Beverage Firms in Rivers State.

Source: Chen,Lai, & Wen (2006), Abd , Ahmad, Ahmad and Lyndon (2012)

Aim and Objectives of the study.

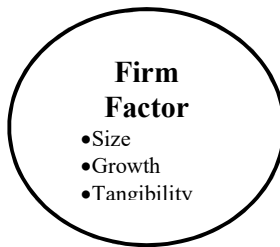
The aim of this research work is to investigate the relationship between green marketing initiatives and business success of food and beverage firms in Rivers State. The specific objectives were to:

1. determine the extent to which green innovation relates to customer satisfaction of food and beverage firms in Rivers State.
2. ascertain the extent to which green innovation relates to customer loyalty of food and beverage firms in Rivers State.
3. investigate the extent to which green promotion relates to customer satisfaction of food and beverage firms in Rivers State.
4. examine the extent to which green promotion relates to customer loyalty of food and beverage firms in Rivers State.

Research Questions

To following research questions was developed to guide the study:

1. what extent does green innovation relate to customer satisfaction of food and beverage firms in Rivers State?
2. what extent does green innovation relate to customer loyalty of food and beverage firms in Rivers State?
3. what extent does green promotion relate to customer satisfaction of food and beverage firms in Rivers State?
4. what extent does green promotion relate to customer loyalty of food and beverage firms in Rivers State?



Research Hypotheses

The following hypothesis will test:

- H₀₁: There is no significant relationship between green innovation and customer satisfaction of food and beverage firms in Rivers State.
- H₀₂: There is no significant relationship between green innovation and customer loyalty of food and beverage firms in Rivers State.
- H₀₃: There is no significant relationship between green promotion and customer satisfaction of food and beverage firms in Rivers State.
- H₀₄: There is no significant relationship between green promotion and customer loyalty of food and beverage firms in Rivers State.

Review of Related Literatures

Green Marketing Initiatives

Green marketing is the promotional exercise intended at taking benefits of shaping consumer behavior towards a brand. These adjustments are progressively being affected by a firm's practices and policies that influence the characteristic of the environment and indicate the standard of its concern for the community.

On the other hand, it can be recognized as the promotion of environmentally secure or advantageous goods. Is doing it right the first time. Green marketing concept emerges from societal marketing; hence it is an attempt to characterize a product as being environmentally friendly or eco-friendly. The American Marketing Association (AMA) defines green marketing as marketing of products that are believed to be environment friendly, which organizes into various activities such as product adjustment, modification of production processes, packaging, labeling, advertising strategies as well as increases awareness on compliance marketing amongst industries.

Environmental issues have been a major concern for the most advanced companies that have allowed them to control efficiently the depletion of natural resources through the adoption of new management practices (Sheth & Parvatiyar, 1995). Firm's responsibility towards environmental issues has been conceptualized and concepts like green marketing or environmental marketing has been brought into academia (Fuller, 1999).

In Green marketing, while protecting the environment all other marketing activities are focused. Sharma, Iyer, Mehrotra & Krihnan (2010) illustrates that to minimize consumption, recycled materials or the implementation of productive systems is used for the designing and manufacturing of environmentally friendly products. To reduce the fossil carburant consumption cleaner transportation the firms should select system or the alternative energy sources should be required (Polonsky, 1995). According to Florida (1996), with the help of reverse logistics, products or packaging that can be reincorporated into their processes are recovered by the firm.

To deal with the challenge of sustainability, practitioners and academicians have recommended green marketing strategies. To elucidate the concern for the environment that the world is facing like effluence, acid precipitation, warning to earth ozone layer, accretion of greenhouse gasses, agricultural land consumed by the desserts, vital habitual resources are fastly depleted, rain forests are disappeared, and species are lost with an aim of maintainable development green marketing strategies have been used and can be used by the organization (Chandler, 1990).

In green marketing, the environmental issues are among the superior strategies and need a lot of strategic actions. Menon (1997) stated that the green marketing actions are implemented in three levels which are strategy, sub-strategic, and tactic. At the strategic level the basic changes are occurred at the company's philosophy level. For strategy to be green the change in mind, behavior, and the company's tactics are required (Polanski & Rosenberg, 2001). Being green at the level of sub-strategic results in changes in the company's approaches and in being green tactically occurs at the operational activities like changing in promotion and advertisements. These three levels can be applied to identify the rate of the change an organization needs to

impose, and it can show the rate of commitment towards the environmental activities. The strategic environmental activities require the financial long-term investment in a part in which the company is active. In case of effective implementation of being green strategically it is hardly possible to be viewed superficially. In different levels of being green it should be specified that what activities need to be exactly done. Being strategically green can effectively affect other in a region and it is also possible that in other regions does not affect as well. However, being strategically is not strategically necessary, it is involved in all of the marketing activities and is a strategic part of the production section.

Dimensions of Green Marketing Initiatives

Green Innovation

One of the oldest definitions of innovation is made in 1939 by Schumpeter. According to this definition, innovation is not an invention or development, it is application of technical or organizational novelty (Larsen, 2005). Innovation is defined as realization new or highly improved product or process on organizational applications, a new marketing method or a new organizational method in Oslo Manual published by OECD (OECD, 2005). In any industry (Larsen, 2005); generation, development and adaptation of a new idea or behavior for a company (Damanpour, 1996), successful application of a product or process at the first time (Cumming, 1998) is defined as innovation. According to innovation area, OECD made an innovation grouping on four elements. These are classified as product innovation, process innovation, organizational innovation and marketing innovation (OECD, 2005).

Green innovation facilities are subgroup of general innovation facilities and defined as development of environmental quality or optimum usage of natural resources (Rave, Goetzke & Larch, 2011). In order to define innovation type which occurred to decrease negative effects to environment, different definitive words or concepts are mostly used within the literature such as green, eco, environmental or sustainable (Schiederig, Tietze & Herstatt, 2011). Although, depending on applied innovation type, green innovation tends to come out when environmental pressures exist (Huber, 2008). Green innovation aims generally, decrease of pollution, energy productivity, decrease of waste, substitution of limited resources with sustainable resources and recycling (Kemp & Arundel, 1998). Green innovation facilities play a key role in company's environmental performance results and comprehensive environmental sustainability realization (Rave, Goetzke & Larch, 2011).

Green innovation is categorized in three types according to its application method and potential effects (Ramus, 2002):

- Green innovation that decreases environmental effects of company (re-usage and recycling)
- Green innovation that solves environmental problems of company (decreasing usage of hazardous components)
- Green innovation that develops environmentally friendly/effective products/processes (less resource / energy using)

Green Promotion

Green promotion means the transfer of real environmental information to the consumers who are associated with the company's activities. Also, it is the companies' remarking of their commitment to protect the natural resources in order to attract the target market. The company should develop an integral relationships approach which includes the aspects of company's specials and product's specials about the environmental issues and social responsibility. The applied strategies and mottos by the company should be according to the correct research and information. Information should be transmitted to the customer's and other beneficiaries integrally and continuously, and the companies should cautious and aware of any mottoes or association which can be viewed as exaggerating. Consumers, pressure groups, and media are the important audiences. If the mottoes are inappropriate or not investigated, the advertisements will have negative and reverse results. The advertisements which are ambitious and ambiguous or those do not have the synergy with the product and the company may be in risk of destroying the customers' conceptions. Green distribution covers two aspects, the internal and external aspects. Internal aspect is the interior environment of the company which in addition to considering the environmental issues in internal activities in the company and the fitness between the internal space decoration and the target product should be a place in which the managers and employees feel peace. Consequently, the customers are being attracted because of the employees' good behavior and its pleasant space. The external aspect points to the supplement locations which have the least damage to the environment.

The reverse procurements also (based on the systems to help the recycling) can be noticed under the subject of green distribution.

Promotion of business material is involved in green marketing. The common means of conveying to the customers include sales promotions, direct marketing, public relations (PR) and advertising which convey the core message of greenness to the customer. PR and advertising are two well-known approaches which are mainly used to project the green outlook of the firm. To give the message of going green, PR initiative is mostly used to bridge between business and community. Product publicity and rationalizing the product features and prices are two major objectives which may be achieved through advertising (Arseculeratne and Yazdanifard, 2014). For companies, green promotion programs are an effective means of informing stakeholders about their environmental preservation efforts, commitment, and achievements (Belz and Peattie, 2009; Dahlstrom, 2011). From the tactical perspective, firms can undertake programs that are designed to reduce the detrimental environmental effects of their marketing communication efforts (Kotler, 2011). For instance, Dell uses roughly 50% recycled paper in its direct mail catalogs, and it has directly linked all of its printed promotional materials to carbon-offsetting programs (Belz and Peattie, 2009). From the strategic perspective, firms can use green promotion tactics to communicate the environmental benefits of their goods and services, such as advertising environmental claims, publicizing environmental efforts, and integrating environmental claims into product packaging. For instance, to communicate the environmental impact of its products, Timberland introduced a green index rating system (Ottman, 2011). In the United Kingdom, Procter & Gamble successfully deployed a campaign to reduce the washer temperatures of consumers, which benefitted from the technological advancements of Ariel; in the process, annual savings of 60,000 t of carbon dioxide were realized (Belz and Peattie, 2009).

Promotion is a vital element of the main green marketing mix; it refers to the communication process that aims to build a relationship with customers by informing and persuading them to purchase green products. Moreover, promotion seeks to connect the firm with its customers and transfer its orientations and environmental image to them via product- or service-related marketing messages. Promotion consists of a group of integrated elements called promotional mix elements (i.e., environmental advertisements and posters, sales and public relations promotional activities, personal sale, and packaging), which facilitate the success of the promotional process (Al-Salaymeh, 2013).

Smart green marketers must utilize green marketing and communication tools and practices to reinforce their environmental credibility. Several companies have adopted this guideline (Larashati et al., 2012). For instance, Toyota is significantly using gas/electric hybrid technology in its product line. It is likewise making the single largest R&D investment in the hydrogen car in an attempt to promote itself as the first eco-friendly car company in the world (Dash and Das, 2012). Moreover, consumers can be directly targeted via product advertisements, such as those for the battery-powered Reva car and Toyota car (Dash and Das, 2012). Leonidou et al. (2013A) demonstrated evidence of the significant performance payoffs of effective promotional practices and indicated the positive effect of green promotion on the ROA of firms.

Concept of Business Success

The business world today is considered diverse and more intricate than it was just 10 years ago. To survive and grow in this new millennium, business must move towards innovation in a way to build and sustain competitive advantage. In this present environment, businesses in Pakistan whether gigantic or tiny will not get far success if lack hard work, commitment or devotion. For effective transformation of business into a success story there must be a shared vision divided into different success factors or different milestones leading towards ultimate success. In Pakistan there exist many examples of such businesses that were started from a very small level but later acquired great success in achieving the desired goal. There are certainly few factors that play vibrant role to take the business towards success. Companies and businesses should have an adaptive style to incorporate the demands of changed market conditions. In Pakistan various organizations have experienced extensive growth right after the inception of their businesses but this study is focused on some key businesses that have acquired ultimate growth, fame, brand recognition and diversification. The basic aim of this study was to dig out the factors that make success certain. Apart from focusing at broad areas such as adept human resources, effective marketing strategies, adequate finances etc. there are various factors that contribute to the progress of a business. If an individual with zeal to excel work consistently then certainly success is guaranteed. Most of the businesses fall short of desired growth because of heavy reliance at profit making rather to satisfy customers, yielding low quality products and distorting customer relations. Customer

requires good quality and if he is not satisfied than the business surely lose customers. There is a saying; We're obviously going to spend a lot in marketing because we think the product sells itself (Jim Allchin quotes) Therefore, keeping in view the needs and wants of customers, business must be focused on quality products and services. The research is purely prepared on practical approach through conducting interviews from successful owners to find out the factors of their success.

Customer Satisfaction

Customer satisfaction is a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs. Quality of service and customer satisfaction are critical factors for success of any business (Gronoos, 1990; Parasuraman et al., 1988). As Valdani (2009) points out: enterprises exist because they have a customer to serve. The key to achieve sustainable advantage lies in delivering high quality service that results in satisfied customers (Shemwell et al, 1998). Service quality and customer satisfaction are key factors in the battle to obtain competitive advantage and customer retention. Customer satisfaction is the outcome of customer's perception of the value received in a transaction or relationship, where value equals perceived service quality, compared to the value expected from transactions or relationships with competing vendors (Blanchard & Galloway, 1994; Heskett et al., 1990; Zeithaml et al., 1990). In order to achieve customer satisfaction, it is important to recognize and to anticipate customers' needs and to be able to satisfy them. Enterprises which are able to rapidly understand and satisfy customers' needs, make greater profits than those which fail to understand and satisfy them (Barsky & Nash, 2003). Since the cost of attracting new customers is higher than the cost of retaining the existing ones, in order to be successful managers must concentrate on retaining existing customers implementing effective policies of customer satisfaction and loyalty.

Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time (Fornell, Johnson, Anderson, Cha & Bryant 1996). With marketing, customer satisfaction also comes along with it which means it ascertains the expectation of the customer on how the goods and services are being facilitated by the companies. Actionable information on how to make customers further satisfied is therefore, a crucial outcome (Oliver, 1999). At a glance, customer satisfaction is a crucial component of a business strategy as well as customer retention and product repurchase. To maximize the customer satisfaction companies should sell ideas and methods after the completion with all the necessary documents. As for example, customers will buy a car after taking a closer look at it such as how is the engine, what is its model, how many kilometers it has been traveling, and is there any cracks or not. Therefore, they do not feel disappointed after purchasing it. Otherwise, if the company uses only their sell and build method customers might expect that the car is exactly the same as what they see in the pictures or during the exhibition and later on the company might receive complaint if anything is wrong. Customer satisfaction is a barometer that predicts the future customer behavior (Hill, Roche & Allen 2007.)

Customer Loyalty

Oliver (1999,33) defined loyalty as a deeply held commitment to rebuild and re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviors. Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and re-patronage. Although customer satisfaction is a crucial part of a business, satisfaction alone cannot take a business to a top level. Customer satisfaction produces a positive financial result, especially in regular purchases. Today's unforgiving market where creating and maintaining customer loyalty is more complex than it used to be in the past years. This is because of technological breakthrough and widespread of the internet uses. Loyalty building requires the company to focus the value of its product and services and to show that it is interested to fulfill the desire or build the relationship with customers (Griffin 2002.)

Thomas and Tobe (2013) emphasize that loyalty is more profitable. The expenses to gain a new customer is much more than retaining existing one. Loyal customers will encourage others to buy from you and think more than twice before changing their mind to buy other services. Customer loyalty is not gained by an accident, they are constructed through the sourcing and design decisions. Designing for customer loyalty requires customer-centered approaches that recognize the want and interest of service receiver. Customer loyalty is built over time across multiple transactions.

A relationship with a customer is equally important in customer loyalty and this requires that company work in a broader context that extends beyond itself, as no company can be world class at everything (McDonlad & Keen 2000). Gremler and Brown (1999) divided customer loyalty into three different categories that include behavior loyalty, intentional loyalty, and emotional loyalty. Behavior loyalty is repeating purchasing behavior while intentional loyalty is the possible buying intention. Emotional loyalty, however, is achieved when a customer feels that a brand corresponds with their value, ideas, and passion.

In spite of considerable research efforts in salient fields of enquiry, such as customer relationship management, consumer behaviour, marketing and business strategy, service marketing and human resources, no acceptable theory exists that fully explains how strategic customer loyalty is actually built. (Martina Donnelly, 2009). Furthermore, the conceptualization and measurement of loyalty has varied substantially in a number of studies indicating the need for more research to provide a more in – depth and holistic explanation of loyalty. (Oliver, 2009) Extensive research exists on loyalty in relation to tangible goods and brands but relatively limited theoretical and empirical studies have been conducted on service loyalty (Bloemer et al., 2009).

Liver (2007) defined loyalty as a deeply held commitment to re-buy or re-patronize a preferred product/ service consistently in the future, thereby causing repetitive same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour. According to Jacoby and Kyner (2009), in order for loyalty to exist it must satisfy six necessary conditions: It must be biased i.e. non-random; a behavioural response i.e. purchasing; expressed over time; by some decision making unit; with respect to one or more brands, out of a set of such brands; and a function of psychological (decision making evaluative) processes. Based on this concept of loyalty several competing behavioural intention loyalty models have been proposed and they include; The Quality models which are derived from the relationship between service quality, satisfaction and behavioural intentions. Some of the models argue that service quality only impacts loyalty via satisfaction and value. (Patterson et al, 2007). Others maintain that quality has a direct impact on loyalty (Zeithaml et al., 2012). The value model maintains that value leads directly to favourable outcome of strategic customer loyalty, and that both service quality and satisfaction are precursors to value. (Sweeney et al., 2009)

Theoretical Framework

This research work is anchored on diffusion of innovation theory developed by Rogers Everett in 1962. Theory seeks to explain how an idea or product can gain momentum and spreads through a social system. It considers about the product quality and time it takes for an idea or product to spread in a market. The diffusion concept is that people who are referred as part of social system adopt any new idea, behaviour or product. Adoption on the other hand referred to the behaviour of a person, and what that person does differently than what they had previously. This behaviour can be anything like purchase of new product, or exhibiting new behaviour towards existing products. Diffusion is possible when there is adoption of ideas, behaviour or product as something new or innovative by that person. Person pass through certain stages during adoption process of innovation before diffusion can be achieved. This starts with awareness of need for an innovation, followed by decision to adopt or reject that innovation, test of the initial use of the innovation, eventually leading to continued use of the innovation.

This theory was adopted because it provides evidence of the relationship of green marketing strategy elements and diffusion of innovation characteristics which invariably leads to organizational sustainability. The current study adopted green marketing strategy which includes green product, green price, green place (distribution) and green promotion; and this can be related to five diffusion of innovation characteristics (relative advantage, compatibility, observability, complexity, and trialability). Greater relative advantage, higher compatibility of the product to existing consumer values and behaviour, greater observability of the innovation, low product complexity, and easy trialability all lead to faster and more effective diffusion and product adoption. Production and product design strategies for a number of green consumer product firms were associated mainly with the diffusion characteristics of relative advantage, (low) complexity. Promotion for green consumer product firms in the sample includes traditional and non-traditional marketing communications tools and media. Promotion strategy is associated with diffusion characteristics of observability and compatibility. Pricing strategy was mainly related to trialability, and also may be associated with observability, compatibility and relative advantage.

Empirical Review

Thoria (2018) investigated the influence of green marketing-mix on consumer purchase intention in Sudan. The study adopted descriptive and quantitative research design in which postgraduate (MBA) students in all the universities in Khartoum State was targeted. 417 Postgraduate students were sampled. Multiple regression analysis was employed in analyzing the data. The study found a significant relationship between green marketing-mix elements - product, pricing, distribution and promotion - and consumer's purchase intention.

Devakumar, Sunil, Sunil, Supeel, Kiran, Bharath, Akshay and Pooja (2016) carried out an empirical study on green marketing strategies for market sustainability with respect to organic products in Malleswaram, Bangalore city, India. In this study, green product, green pricing, green distribution, green promotion were employed as the independent variables while, market sustainability was employed as the dependent variable. Two hundred and fifty nine respondents were sampled. Primary data were sourced with the questionnaire which were analyzed in descriptive statistics and chi-square. The findings of the indicated that green product, green pricing, green distribution and green promotion have significant influence on market sustainability of organic products.

Macharia, Kibera, Munyoki and Kinoti (2017) study attempted to ascertain the extent green marketing practices relates to satisfaction of consumers of soft drinks in Nairobi, Kenya. A total of 180 trade customers and 162 soft drink firms were sampled for the study. Structured questionnaire was used for data collection. Descriptive statistics, correlation, analysis of variance and regression analysis were employed in analyzing the data. The study found a statistically significant positive linear relationship between green marketing practices and customer satisfaction.

Mehdi, Faranak, Ali and Atefeh (2013) studied the effect of green marketing-mix on market share increase in the manufacturing industry of Iran. The study adopted survey research design sourcing primary data with the aid of structured questionnaire. 159 and fifty nine respondents were sampled for the study. Descriptive statistics and Spearman's rank correlation were used to analyze the data. The results revealed green marketing-mix (green product, green pricing, green distribution, green promotion) and market share increase are significantly and positively correlation and, confirming all the hypotheses.

Bilal, Kalsom, Zainon and Tareq (2016) study carried in Jordan investigated the effects of green marketing strategies on sales turnover of green cars. The study adopted survey research design sampling 332 car dealers. Descriptive statistics and structural equation model were employed in analyzing the data gathered with structured questionnaire. The results showed that while green product, promotion, and green process are positive related to sales growth of green cars, green pricing, green physical evidence, green people and green distribution have negative effect on sales growth of green cars indicating that adopting green marketing strategy may likely lead significant increase in the sales volume of green cars in Jordan.

Research Methodology

This study adopted descriptive survey research design. The population of this study consist of customers of 29 registered food and beverage firms in Port Harcourt. Due to the fact that the population of the study was infinite, the researcher adopted the Krejcie and Morgan Sampling Size determination formula, the accessible population which is Three Thousand, Seven Hundred and Thirty One (3,731) were placed on the sample size table which produced a sample size of Two Hundred and Fifty (260). Based on this knowledge, Two Hundred and Fifty (250) became our sample size in this study. Furthermore, to avoid any form of bias, cluster sampling technique were also introduced for fair and equal allocation and distribution of respondents. The questionnaire was structured using a Five-Point Likert scale from SA=Strongly Agree (5), A=Agree (4), U=Undecided (3), Disagree (2), Strongly Disagree (1). The Pearson Product Moment Correlation Coefficient was used to test if the independent variables are associated with the dependent variables.

Data Analysis
Demographic Composition of Respondents

Table 1 Gender distribution of respondents

Sex	Frequency	Percent	Valid Percent	Cumulative Percent
Female	125	48.1	48.1	48.1
Male	135	51.9	51.9	100.0
Total	260	100.0	100.0	

Source: Field Survey, 2023.

Analysis of data in Table 1 shows that most respondents were male staff of state owned tertiary institutions. It indicates that though, it was not intentional, the researcher was able to reach more male entrepreneurs than females in the distribution of the research instrument.

Table 2: Frequency distribution of marital status

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Single	71	27.3	27.3	27.3
Married	102	39.2	39.2	66.5
Widow/Widower	41	15.8	15.8	82.3
Divorced	46	17.7	17.7	100.0
Total	260	100.0	100.0	

Source: Field Survey, 2023.

Table 2 indicates that 71 respondents (i.e.27.3%) were single, 102 (representing 39.2%) were married, 41 respondents (i.e. 15.8%) were widows/widowers and 46 respondents (17.7%) were divorced. This implies that we had more married people as our respondents

Table 3: Frequency distribution of age bracket

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
21-30years	30	11.5	11.5	11.5
31-40years	65	25.0	25.0	36.5
41-50years	78	30.0	30.0	66.5
51-60years	51	19.6	19.6	86.2
60years and above	36	13.8	13.8	100.0
Total	260	100.0	100.0	

Source: Field Survey, 2023.

Table 3 showed the age distribution of state owned university staff in Rivers State that attended to the study questionnaire. As shown in the result, 30 respondents i.e. 11.5% of the respondents were between the ages of 21 and 30; 65 respondents (i.e. 25.0%) were between the ages of 31 and 40; 78 respondents i.e. 30.0% of the respondents were between the ages of 41 and 50; 51 respondents i.e. 19.6% of the respondents were between the ages of 51 and 60; and finally, 36 respondents i.e. 13.8% of the respondents were 61 years or more. The analysis shows that most students that responded to the questionnaire were between the ages of 41 and 50 years.

Table 4: Academic qualification of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S.S.C.E/N.E.C.O/G.C.E	13	5.0	5.0	5.0
	B.Sc./B.ED./B.A./H.N.D	69	26.5	26.5	31.5
	M.Sc./M.ED/M.A./M.B.A	119	45.8	45.8	77.3
	PHD	59	22.7	22.7	100.0
	Total	260	100.0	100.0	

Source: Field Survey, 2023.

Table 4 revealed that 13 respondents (i.e. 5.0%) were S.S.C.E/N.E.C.O/G.C.E holders; 69 respondents (i.e. 26.5%) were B.sc/B.ed/B.A/HND holders; 119 respondents (i.e. 45.8%) were Master’s degree holders; and 59 respondents (i.e. 22.7%) were PhD holders. This analysis indicates that most respondents were holders of Masters degree and the least responses were obtained from SSCE/NECO/GCE holders.

Testing of Hypothesis

Hypothesis One: There is no significant relationship between green innovation and customer satisfaction of food and beverage firms in Rivers State

Table 5: Summary of Pearson Product Moment Correlation on the relationship between Green Innovation and Customer Satisfaction of Food and Beverage Firms in Port Harcourt.

		Correlations	
		Green Innovation	Customer Satisfaction
Green Innovation	Pearson Correlation	1	.398**
	Sig. (2-tailed)		.000
	N	260	260
Customer Satisfaction	Pearson Correlation	.398**	1
	Sig. (2-tailed)	.000	
	N	260	260

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output, 2023.

The result from Table 5 shows the summary of Pearson Product Moment Correlation on the relationship between green innovation and customer satisfaction of food and beverage firms in Port Harcourt. It shows that the relationship between green innovation and customer satisfaction of food and beverage firms was weak and positive ($r=0.398$). The analysis further shows that there is a significant relationship between green innovation and customer satisfaction ($p=.000$). The null hypothesis one was rejected at .05 level of significance.

Hypothesis Two: There is no significant relationship between green innovation and customer loyalty of food and beverage firms in Rivers State

Table 6: Summary of Pearson Product Moment Correlation on the relationship between Green Innovation and Customer Loyalty of Food and Beverage Firms in Port Harcourt.

		Correlations	
		Green Innovation	Customer Loyalty
Green Innovation	Pearson Correlation	1	.605**
	Sig. (2-tailed)		.000
	N	260	260
Customer Loyalty	Pearson Correlation	.605**	1
	Sig. (2-tailed)	.000	
	N	260	260

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output, 2023.

The result from Table 6 shows the summary of Pearson Product Moment Correlation on the relationship between green innovation and customer loyalty of food and beverage firms in Port Harcourt. It shows that the relationship between green innovation and customer loyalty of food and beverage firms was strong and positive ($r=0.605$). The analysis further shows that there is a significant relationship between green innovation and customer loyalty ($p=.000$). The null hypothesis two was rejected at .05 level of significance.

Hypothesis Three: There is no significant relationship between green promotion and customer satisfaction of food and beverage firms in Port Harcourt.

Table 7: Summary of Pearson Product Moment Correlation on the relationship between Green Promotion and Customer Satisfaction of Food and Beverage Firms in Port Harcourt.

		Correlations	
		Green Promotion	Customer Satisfaction
Green Promotion	Pearson Correlation	1	.526*
	Sig. (2-tailed)		.000
	N	260	260
Customer Satisfaction	Pearson Correlation	.526*	1
	Sig. (2-tailed)	.000	
	N	260	260

*. Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS output, 2023.

The result from Table 7 shows the summary of Pearson Product Moment Correlation on the relationship between green promotion and customer satisfaction of food and beverage firms in Port Harcourt. It shows that the relationship between green promotion and customer satisfaction of food and beverage firms was moderately strong and positive ($r=0.526$). The analysis further shows that there is a significant relationship between green innovation and customer satisfaction ($p=.000$). The null hypothesis three was rejected at .05 level of significance.

Hypothesis Four: There is no significant relationship between green promotion and customer loyalty of food and beverage firms in Port Harcourt.

Table 8: Summary of Pearson Product Moment Correlation on the relationship between Green Promotion and Customer Loyalty of Food and Beverage Firms in Port Harcourt.

		Correlations	
		Green Promotion	Customer Loyalty
Green Promotion	Pearson Correlation	1	.724**
	Sig. (2-tailed)		.000
	N	260	260
Customer Loyalty	Pearson Correlation	.724**	1
	Sig. (2-tailed)	.000	
	N	260	260

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output, 2023.

The result from Table 8 shows the summary of Pearson Product Moment Correlation on the relationship between green promotion and customer loyalty of food and beverage firms in Port Harcourt. It shows that the relationship between green promotion and customer loyalty of food and beverage firms was strong and positive ($r=0.724$). The analysis further shows that there is a significant relationship between green promotion and customer loyalty ($p=.000$). The null hypothesis four was rejected at .05 level of significance.

CONCLUSION

The findings led to the conclusion that green marketing strategies has a positive and significant influence on business success of food and beverage firms in Port Harcourt. With the increasing popularity of society's environmental awareness and consciousness, environmental impact of activities of beverages industry as constituted an issue for concern hence green marketing becomes a business trend in this industry. Based on the findings of this study, therefore, the study concludes that green marketing has significant positive effect on sustainability of food and beverage firms in Port Harcourt. This implies that food and beverage firms implementing green marketing strategy can enhance its sustainability by activating healthy eco-practices that will attract environmentally conscious customers to patronize their products.

The study also concluded that green marketing dimensions has a positive and significant correlation with the measures of business success of food and beverage firms in Port Harcourt. This implies that adoption of green innovation and green promotion practices such as improving the storage facility flexibility, using efficient methods of powering storage facility and proper design and construction of storage facilities to use less space leads to a significant increase in environmental performance of Food manufacturing firms in Port Harcourt. It was also concluded that eco labeling has a positive and significant correlation with environmental performance of Food manufacturing firms in Port Harcourt implying that adoption of eco labeling practices such as having danger symbols, disposal labels and declaration of contents being distributed leads to a significant increase in environmental performance of Food manufacturing firms in Port Harcourt.

RECOMMENDATIONS

Based on the findings the following recommendations were made:

- There is need that recognize the importance of green marketing potential in terms of trends, shaping customers' behaviour, and add value to products and services by keeping abreast of global developments in product manufacturing sustainability.
- The industry operators should implement marketing activities that guard the environment through the entire product life-cycle; produce products that meet the environmental standards; use recyclable in producing packaging, apply acceptable pollution control methods, and operate at energy efficiency level.
- Food and beverage firms and other manufacturing firms should enhance their adoption of green packaging practices. Among the practices they can adopt is using recyclable materials for packaging, using standardized packaging materials and using reusable materials.

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